

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

September 10, 2013

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants

Duke Gallagher, Treasurer, The Production Group

Elizabeth McDonald, Secretary, Los Angeles Film School

Fabio Conti, Fabiolus Cucina

Charles Eberly, The Eberly Company

Brian Folb, Paramount Contractors

Kitty Gordillo, Hollywood Wilshire YMCA

Melissa Logan, Amoeba Music

Harout Markarian, Western Diocese of the Armenian Church

Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Fred Rosenthal, Ametron

Mike Smith, Broadreach Capital

Arthur Stroyman, Kilroy Realty Corp.

Absent

Katie Seymour, Windsor Communities

Consultants

Sarah Besley, Executive Director

Kerry Morrison, Hollywood Property Owners Alliance

Joseph Mariani Jr., Hollywood Property Owners Alliance

Devin Strecker, Hollywood Property Owners Alliance

Guests

Aaron Green, Afriat Consulting Group

Heather Crossner, Latham & Watkins

I. Call To Order

President Carol Massie called the meeting to order at 4:10 p.m.

II. Public Comment and Introductions

Aaron Green and Heather Crossner attended on behalf of their client, Crescent Heights, to provide an overview of the Palladium Residences project. Currently there are two schemes being considered: one would entail 731 residential units and the second would include 598 residential units and 250 hotel rooms. Additionally, ground floor retail will be incorporated on Sunset Boulevard and Gower Street. Crescent Heights has filed their Environmental Assessment Form and they expect to complete their entitlements in 2015.

III. Approval of Board Minutes

A. Minutes from July 9, 2013

The board reviewed the minutes from the previous meeting.

It was moved by Kitty Gordillo, seconded by Fred Rosenthal and CARRIED to approve the Minutes from the July 9, 2013 meeting. The minutes were approved unanimously.

IV. Treasurer's Report

A. Approve Treasurer's report ending August 31, 2013: A reconciliation report, cash flow statement, balance sheets, and a detailed delinquency report were distributed to the board. According to the cash flow statement the BID is scheduled to have about \$14,118 remaining at the end of the year, with \$32,200 saved for beautification.

It was moved by Chuck Eberly, seconded by Mike Smith and CARRIED to approve the Treasurer's Report ending August 31, 2013. The motion carried unanimously.

B. Payment/delinquency report: Besley distributed a spreadsheet to the board, identifying the status of assessments paid to date. Currently the BID has a 5% delinquency rate – 2% from privately-owned parcels and 36% from government-owned parcels, which is a result of LAUSD's reduced payment. Mariani reported that he spoke with Scott Graham at LAUSD, who explained that they had actually been overpaying when they were paying 72%, as their current policy is actually to only pay 36% of the assessment. Morrison stated that the issue has been raised with the LA BID Consortium and the CDA; further, she has alerted Mike Feuer. She said staff will ascertain if this is happening in other places and reach out to CDA and the city attorney, as LAUSD is violating the CA State Constitution with this policy.

C. 2014 Budget: Besley stated that a draft budget will be presented to the board next month in time for the submission of the Annual Planning Report.

V. Committee & Program Reports

A. Security Committee

- 1. LAPD/Metro video camera program:** Mariani reported that the committee has been discussing long-term camera maintenance, however it has become clear that a full upgrade is necessary to keep the system operational. The cost to replace the one camera in the Sunset and Vine BID is approximately \$11,000 and there are eight cameras in the Hollywood BID. The committee will continue to explore options and make a recommendation to the board once a draft budget for both BIDs is available.

B. Marketing & Communications

- 1. Sunset & Dine:** Strecker reported that "Sunset & Dine" received a 2013 Merit Award Winner from the International Downtown Association. The first such award for a BID in Hollywood. Staff will be at the IDA conference in NYC in September to receive the award. As far as closing out the account for 2013, Strecker indicated that he is waiting to receive the final check from one of the sponsors before the committee begins meeting to discuss plans for next year's event. Besley stated that the committee may want to consider using pole banners to advertise Sunset & Dine.

C. Streetscape & Planning Committee

1. **Report from the meeting on Sept. 10:** Besley stated that the committee met on Sept. 10th and agreed to refer to the committee as the Streetscape and Planning Committee to more aptly describe the group's scope. A full report will be given at the October meeting.
2. **Maintenance RFP:** Besley reported that Cleanstreet's contract is scheduled to expire on December 31st of this year. Consequently, the Streetscape and Planning Committee must issue an RFP or renegotiate the contract directly with the vendor. The board discussed the advantages and drawbacks of conducting a full RFP process and asked that staff obtain the opinion of the HPOA board and report back in October.

D. Nominating Committee

1. **Vacancy on board of directors:** Besley and Gordillo met with Elva Hernandez, Hudson Pacific, who was recommended by Chris Barton, from Sunset Bronson/Gower Studios. The other members of the committee will now meet with Hernandez and have the opportunity to recommend her to the board in October or November.

VI. Staff Reports

- A. **Quarterly Report:** A copy of the quarterly report, submitted to the City Clerk's Office in July, was distributed to the board.
- B. **BID Day at City Hall:** Besley reported that the LA BID Consortium has undertaken a major effort to organize the first BID Day at City Hall on September 26, and hired a consultant to assist with logistics. BID representatives will be meeting with various council members and city officials to raise issues common to BIDs and provide education on what BIDs do throughout the city.
- C. **PAL Dinner:** The annual Police Activities Gala will be held on Thursday, September 12 and will honor Kerry Morrison, among others, at the Taglyan Complex.

VII. Next Meeting

Besley stated that due to staff being away at the IDA Conference at the beginning of October, the board would like to request postponing the meeting to Tuesday, October 15th. No objections were raised.

X. Adjournment

The meeting was adjourned at 5:56 p.m.